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I have worn many hats over the years; hats that should they be melded into one would encapsulate valuable experience demonstrating a variety of skills mastered with creativity, honesty and hard work.

My undergraduate degree in psychology has afforded me the tools necessary to engage with and communicate well with those around me. Understanding the nuances of people has helped me evolve into a more successful team player. My Master's Degree in Interior Design brought me a real and true understanding of perseverance, the ability to listen and grow from constructive criticism, and a sense of accomplishment that something beautiful can be born from dedication.

I have worn the hat of receptionist, student, researcher, interior designer, label manager for a record label in Austin, Texas, and manager for recording artist. So, who I? My reputation as an important team member who gets the job done comes from my demonstrated ability to multi-task. I've worked on projects such as managing multiple, ongoing projects, marketing and promotion through social media and traditional media outlets, hiring staff for new positions, accounting including but not limited to payroll and royalties for the company, handling licensing for all music, creating project budgets, strategic planning and negotiating contracts. My experience has taught me the importance of being proactive, and I pride myself on my ability to adapt to all kinds of situations as they arise.

Are we a good match for each other? I welcome the opportunity to speak with you further to discover if, in fact, we are. I sincerely appreciate your time and consideration.

Sincerely,

Ashley Warren

Professional Summary

- Driven and determined. Excellent communicator and project manager with strengths in social media campaigns, marketing, building community, music licensing and copyrights, generating creative ideas and putting them into action. Goal oriented with friendly nature who uses time effectively.

Education

CERTIFICATE: FULL STACK DEVELOPMENT | DECEMBER 2018 | WOZ-U

MASTER OF SCIENCE INTERIOR DESIGN | 2004 | PRATT INSTITUTE | BROOKLYN, NEW YORK

BACHELOR OF SCIENCE PSYCHOLOGY | 1994 | TEXAS CHRISTIAN UNIVERSITY, | FORT WORTH, TEXAS

Skills & Abilities

MANAGEMENT

- Managed Artist career and Music Record Label | Manage promotions, advertising and social media to reach revenue goals | Oversee and execute creative merchandise opportunities and monitor inventory | Forecast upcoming campaigns based on consumer behavior, market trends, and past sales data | Responsible for company accounting | Organized the many facets that make up the touring process including logistics, production, accounting, personnel, media, and contracts

SOCIAL MEDIA & MARKETING

- Design promotional materials such as one sheets, post cards, album artwork and more on Adobe Photoshop / Illustrator / InDesign and led re-design of the company website | Designed and developed artist's social media, advertising, and promotional campaigns

COMMUNICATION

- Built and maintain relationships with contacts in the entertainment industry | Project Manager for multiple, ongoing album releases | Cultivated and maintained strong relations with various promoters, booking agents and venues, to booking all markets both nationally and internationally to ensure the success of all tours booked

LEADERSHIP

- Forecast upcoming campaigns based on consumer behavior, market trends, and past sales data | Establish and maintain relationships with technology firms, sales/streaming partners, publicity, radio and booking agencies to nurture artists' careers via targeted audience growth

ADDITIONAL SKILLS

- Microsoft Office, PowerPoint, Apple, Google Docs, Insightly (CRM), Google Analytics, Facebook, Twitter, YouTube, MailChimp, Familiarity with: Adobe Photoshop, Illustrator and InDesign, JavaScript, React, CSS, HTML, GitHub, Trello, SQL, jQuery, AWS

Experience

LABEL SERVICES & ARTIST MANAGEMENT | MUSIC CAPITAL MANAGEMENT | 05/2017 TO CURRENT

- Full label service and artist management consulting

ARTIST MANAGEMENT | JIMMY LAFAVE MUSIC | 05/2010 TO 05/2017*

- *Still involved with Jimmy LaFave music and photography as Trustee of Intellectual Property Trust.

LABEL MANAGER | MUSIC ROAD RECORDS | 05/2010 TO 12/2018*

- *Still responsible for maintaining and administering current catalog for the label.

INTERIOR DESIGNER | MANCINI DUFFY | 02/2005 TO 08/2007

- Planned and designed reconfigurations for various spaces to meet client needs